



WAM MEDIA RELEASE

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WAM Workshops 2011 Series Launch and Ariel Hyatt Masterclasses Announced

WAM is excited to announce the launch of WAM Workshops 2011. Moving from a traditional conference format to provide more frequent and forward thinking educational and networking opportunities for members of the WA music industry, WAM Workshops will run throughout the year and feature a diverse range of topics.

To celebrate the launch of WAM Workshops, WAM is presenting a series of engaging and action-provoking WA masterclasses by **Ariel Hyatt** of **Cyber PR** (New York) in February.

Ariel, who will also be in Australia for Adelaide's Fuse Festival, is arguably one of the music industry's leading experts on social media and online marketing and promotion. She is a passionate champion for indie artists and her philosophy is to combine social networking with Internet marketing to help artists grow their fanbases and increase income. Make the most of the opportunity to learn from and network with Ariel at one of her upcoming WA sessions.

MONDAY 21 FEBRUARY – Music Industry Sundowner with Ariel Hyatt

Presented by WAM, APRA and MEAA

Topic: Music Success in Nine Weeks.

Time: 6 - 8:00pm

Venue: The Rosemount Hotel, North Perth WA

Price: Free for WAM, APRA and MEAA members who register with an organisation they're member of. \$15 non-members, \$10 students & concession card holders.

WEDNESDAY 23 FEBRUARY – Masterclass with Ariel Hyatt

Presented by WAM and the Central Institute of Technology

Topic: WWW = What Went Wrong?

Time: 6 - 8:00pm

Venue: Central Institute of Technology - Auditorium, Leederville WA

Price: Free for WAM members who register. \$15 non-members.
\$10 students & concession card holders.

THURSDAY 24 FEBRUARY – Masterclass with Ariel Hyatt

Presented by WAM and Sonic Lolly

Topic: Music Success in Nine Weeks

Time: 6 - 8:00pm

Venue: Lollybox Studios, Margaret River WA

Price: Free for WAM members who register. \$15 non members.
\$10 students & concession card holders.

You must pre-register for this event to claim free entry - please go to www.wam.asn.au/workshops and RSVP by Friday 18 February 2011.

About Ariel

Ariel Hyatt is the founder of Ariel Publicity & Cyber PR, a New York based digital firm that connects artists to blogs, podcasts, Internet radio stations and social media sites, and coach them to create authentic relationships with fans. Over the past 14 years her firm has represented over 1,500 musicians of all genres. Ariel's book *Music Success in Nine Weeks* has helped over a thousand musicians navigate the confusing world of social media and online marketing and get in control of their online strategies.

"Ariel is one of the most knowledgeable people I've ever met in the Music 2.0 space. She had the vision to move out of the traditional side of the music biz and into the "future of music" long before anyone else and continues to be at the forefront of marketing and PR in the 21st Century." - Lou Plaia, Founder / VP Artist Development, Reverb Nation.

"I am an author and a musician, and Ariel is a guru of publicity for both...If you just talk with her for 10 minutes, you'll immediately understand why she's such a gem." - Randy Chertkow, Author, *The Indie Band Survival Guide*.

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For further information, please contact:

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